



SPONSORSHIP OPPORTUNITIES



Presenting Sponsor - \$15,000

Event Benefits

2 Poker Tables with table signage, which includes:

- 20 VIP Poker Player Tickets with entrance into the VIP meet and greet
- 20 VIP Spectator Tickets with entrance into the VIP meet and greet

Promotional & Branding Benefits

Recognition as "Presenting Sponsor" in event Press Release, which includes:

- Online – The NASCAR Foundation website, eNewsletter, emails to The NASCAR Foundation and Michael's Way database, Pocono Raceway database and social media

Branding and Awareness on Marketing and Collateral Material, which includes:

- Online registration, event banners and signage
- Included in all print, TV and radio media as "Presenting Sponsor" (Commitment by May 15, 2016)

Checkered Flag Sponsor - \$5,000

Event Benefits

1 Poker Table with table signage, which includes:

- 10 VIP Poker Player Tickets
- 10 VIP Spectator Tickets with entrance into the VIP meet and greet

Promotional & Branding Benefits

Recognition as "Checkered Flag Sponsor" on Promotional Materials

- Online – The NASCAR Foundation website, eNewsletter, emails to The NASCAR Foundation and Michael's Way database, Pocono Raceway database and social media

Branding and Awareness on Marketing and Collateral Material, which includes:

- Online registration, event banners and signage

Champion Sponsor - \$2,500

Event Benefits

5 Poker Player Seats with table signage, which includes:

- 5 VIP Poker Player Tickets
- 5 VIP Spectator Tickets with entrance into the VIP meet and greet

Promotional & Branding Benefits

Recognition as "Champion Sponsor" on Promotional Materials

- Online – The NASCAR Foundation website, eNewsletter, emails to The NASCAR Foundation and Michael's Way database, Pocono Raceway database and social media

Branding and Awareness on Marketing and Collateral Material, which includes:

- Online registration, event banners and signage

Crew Chief Sponsor - \$1,000

Event Benefits

2 Poker Player Seats with table signage, which includes:

- 2 VIP Poker Player Tickets
- 2 VIP Spectator Tickets with entrance into the VIP meet and greet

Promotional & Branding Benefits

Recognition as "Crew Chief Sponsor" on Promotional Materials

- Online – The NASCAR Foundation website, eNewsletter, emails to The NASCAR Foundation and Michael's Way database, Pocono Raceway database and social media

Branding and Awareness on Marketing and Collateral Material, which includes:

- Online registration, event banners and signage

